



# Review of Industry Documents Regarding Dissolvable Tobacco Products: *Marketing Research and Marketing Practices*

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## Purpose and disclaimer

- To inform Tobacco Product Scientific Advisory Committee (TPSAC) about ***dissolvable tobacco product marketing***
- To identify industry documents of potential interest to TPSAC
- *Although the work reported was done under contract with Center for Tobacco Products at FDA, the content and conclusions of this presentation are those of RTI International.*

## Our review process

- A team of four coders assessed documents related to marketing research and practice.
- Review team:
  - Brian Southwell, PhD
  - Suzanne Dolina, MPH
  - Caroline Lawson, BA
  - Cynthia Soloe, MPH

# What we reviewed

- **261** documents
- Both self-identified and via search strategy
- *Note: Data reported in the open meeting are limited to information deemed not commercial confidential. The commercial confidential information will be presented to TPSAC SGEs in closed session.*

## What we reviewed

- Dates ranged from 1999 through 2011.
- Most documents were research and planning reports and memos.
- Some “documents” were raw data sets or copies of packaging.
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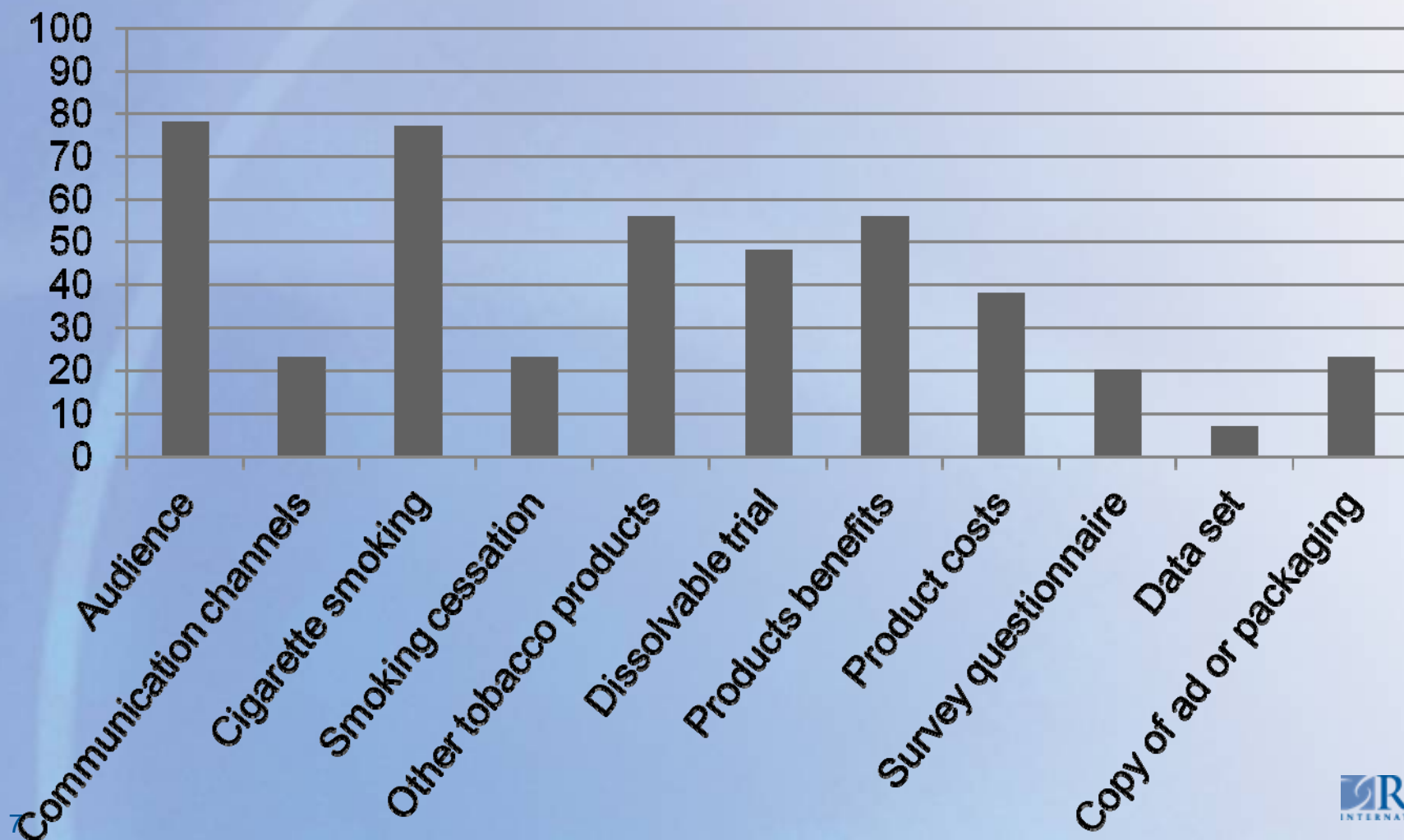
# Results

- Emphasis on dissolvable tobacco as:
  - an impulse purchase
    - emphasis on point-of-sale marketing
    - little emphasis on long-term considerations
  - an accessory item for current smokers
  - of interest to range of current tobacco users
  - something new and different

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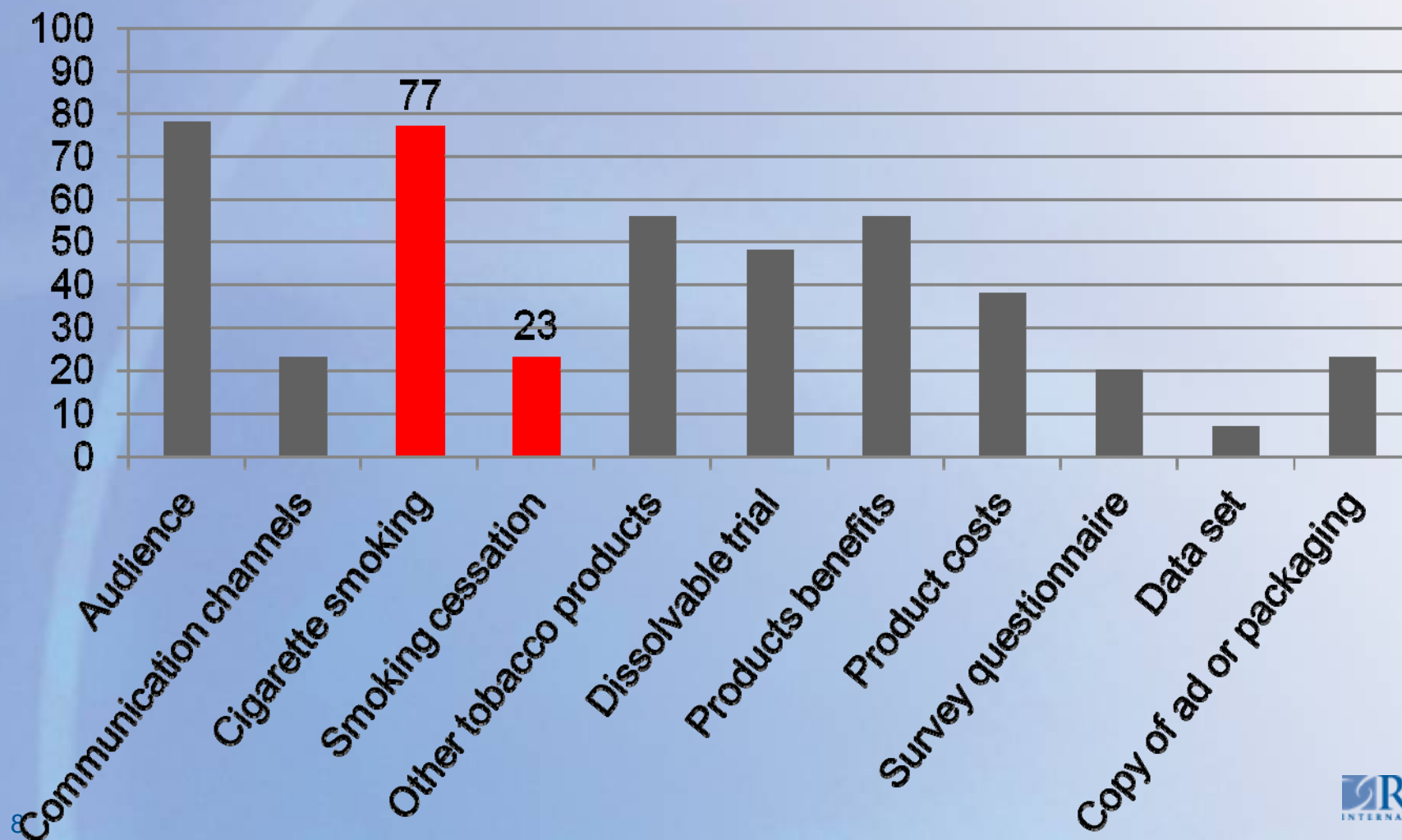
# Areas of emphasis in marketing documents

**% of documents mentioning**



# Areas of emphasis in marketing documents

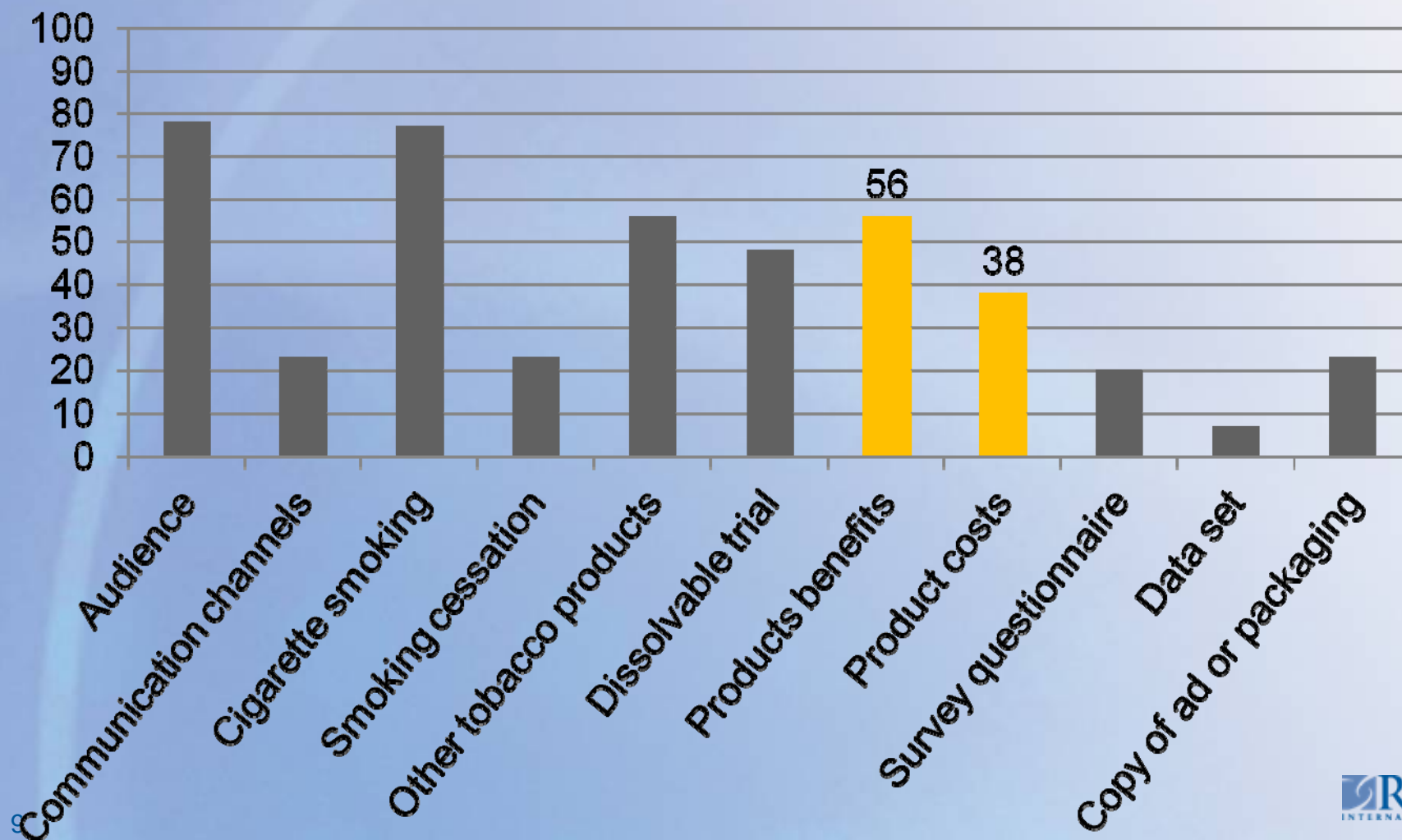
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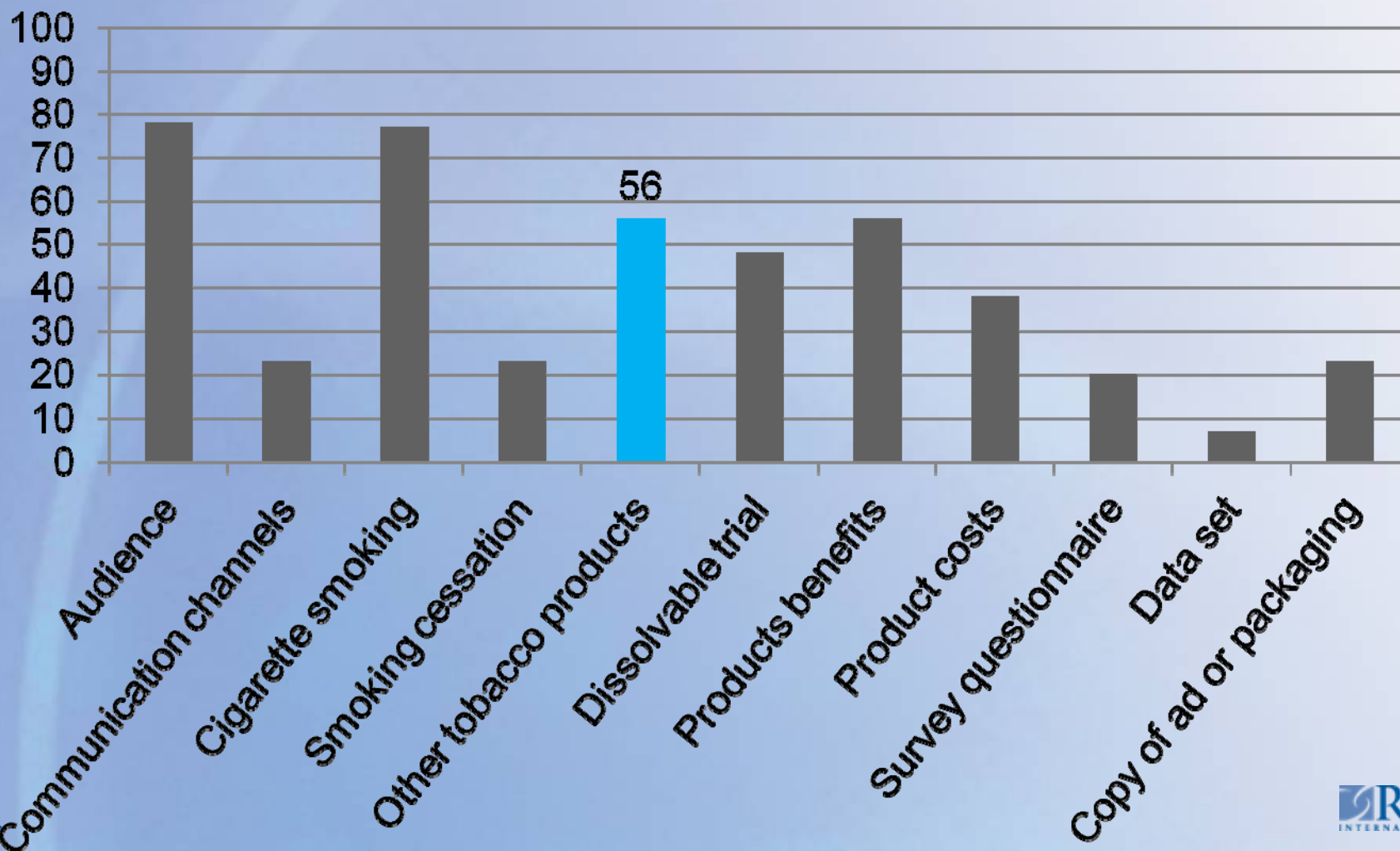
# Areas of emphasis in marketing documents

% of documents mentioning



# Areas of emphasis in marketing documents

% of documents mentioning



# Emergent themes

- Relatively little attention to simple channel selection or audience *demographics* in documents
  - Most attention to general recruitment of current tobacco users
  - Greater attention to psychology than demography
  
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## Relevance of *other* tobacco products

- Tobacco companies considering more than just adult *smokers* as audiences for dissolvables
- References to moist smokeless tobacco (MST) users
- References to snus use in prospective markets
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## Dissolvables as replacement product?

- Little evidence prospective users see dissolvables purely as smoking *cessation* aid
- More focus on dissolvables curbing craving temporarily

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## Understanding the *range* of dissolvable products

- Much tobacco product use is about more than simple nicotine delivery
- Hand-to-mouth activity important benefit for many

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## Other perceived benefits

- *Impression management*
- *Convenience*

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# Summary

- To date, marketing efforts appears to promote:
  - Impulse buys
    - Prominence of point-of-sale promotion in channel discussion
    - Focus on emotion in advertising
    - Focus on immediate positive consequences
    - Little focus on long-term costs
  - Dissolvables as ***accessory item*** rather than wholesale cigarette replacement
  - Dissolvables as array of choices
    - Development of *different* dissolvable products for different groups
    - Recruitment of both MST users and smokers
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